

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

Ad No. 582-(MATCHBOOK)-Req. No. 77129-1/2 Page Horizontal-4/c Bleed-(8 1/4 x 5 1/2 inches)
National (Roto) Magazines, 1983

Printed in U.S.A.

SARATOGA 120's
Leisure length. Low in tar.

*"Sam, you can play it again
after I finish my Saratoga."*

© Philip Morris Inc. 1983

15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

The advertisement features a close-up of a piano keyboard. On the left, a potted plant with long, thin leaves is partially visible. In the center, a pack of Saratoga 120's cigarettes stands upright, with several cigarettes protruding. A single cigarette lies horizontally across a green Saratoga 120's matchbox, which is placed on the piano keys. Another pack of Saratoga cigarettes is lying flat on the keys to the left of the matchbox. The background is a soft, out-of-focus grey.



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